

Annotation

Thesis title: Communication FC Vysočina Jihlava with sports fans

The new conception considering communication policy between FC Vysočina Jihlava plc and sports fans in a case of promotion to the first league is fundamental goal of this thesis. This concept is supposed to lead to improvement in the field of communication with sports fans.

Complementary assignment is the analysis and evaluation of current situation in communication with fans. This relation is one of the crucial points of sports club management. The examination of current state of affairs is based not only on SWOT analysis, but also on results of marketing research. This research is another complementary task of this thesis.

Keywords:

FC Vysočina Jihlava, a.s, fans, communication, marketing, market research, SWOT analysis